

Cyclist Bike Share Analysis



Statement of business task

1. Analyze The Trends In Rider Activity In Terms Of The Company's Rider Classes – Members & Casual Riders.
2. Derive Insights From The Analysis To Enable Sound Marketing Decisions.



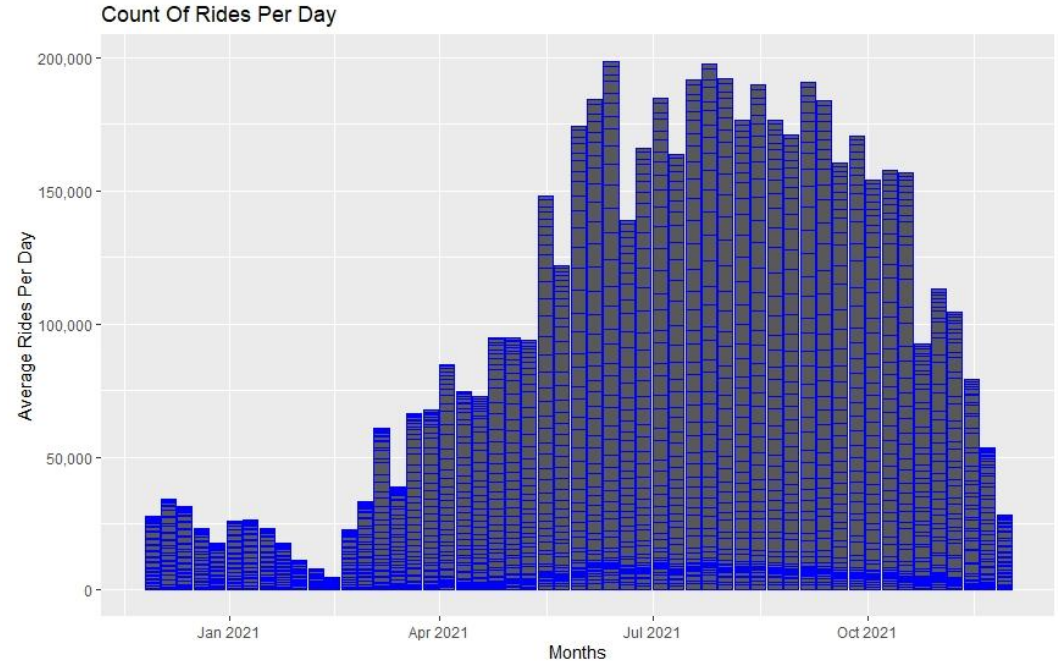
Key Metrics Used In Analysis

1. Count Of The Number Of Rides Taken by Riders Of Each class.
2. Ride Duration Measured In Minutes Between Rideable Types Or Types Of Cycles Available For Use And The Riders.
3. Ranking Start Stations With The Busiest Traffic On Basis Of Count Of Rides Initiated At That Station.



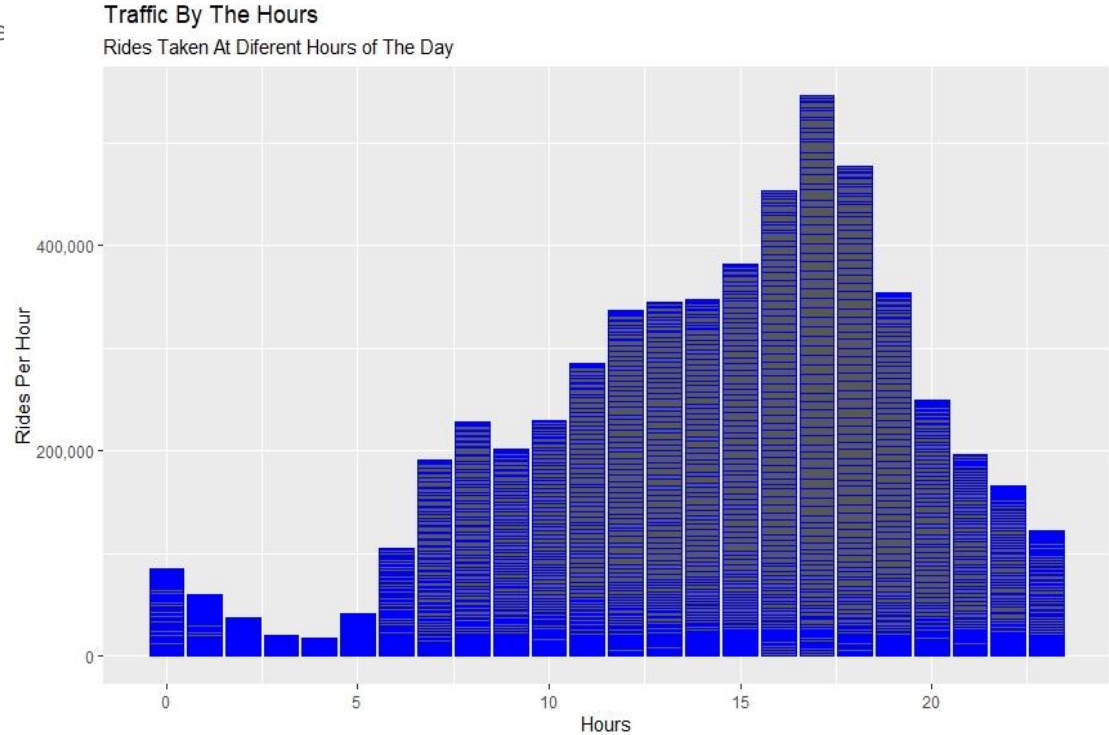
Trends In Cyclist Usage Over 12 Months

1. With The Onset Of The Winter Months
The Average Ride count Steeps
down.
2. The Busiest Months Fall Between May
Until October.
3. Highest Ride Count Recorded In
June 2021.
4. Lowest Ride Count Recorded In
December 2020.



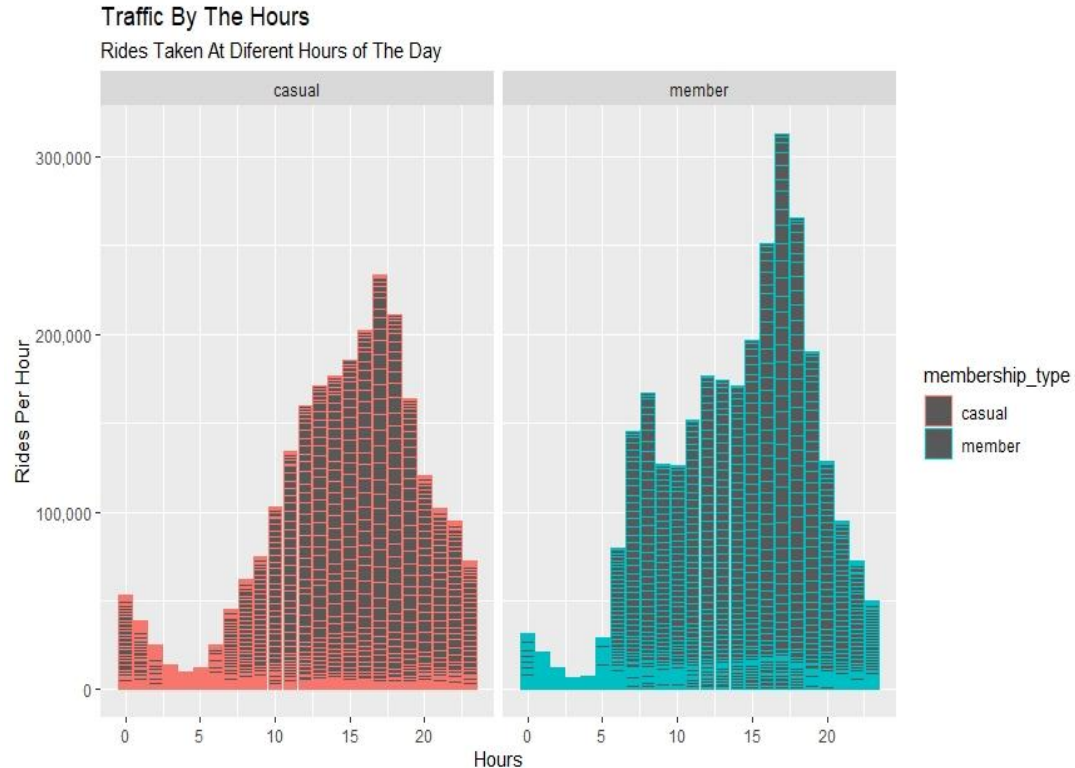
Cyclist Usage By The Hour

1. Lowest Amount Of Rides Are Recorded From Midnight Till Dawn(12-6am)
2. Ride Traffic is Highest Within The Hours From 15:00-19:00pm.
3. The Peak Witnessed at 1700 Hrs Exceeds 500,000 rides.



Trend Of Riders Over Time

1. Annual Members Contribute The Most To The Resultant Peak In Rides.
2. Counts Are Higher For Members Within The 9:00 to 18:00 Pm And 10:00 to 19:00 pm Time Frame.
3. If Standard Shift Timings Stretch 9-10 Hrs, It Can Be Concluded Most Annual Members Are Employed.

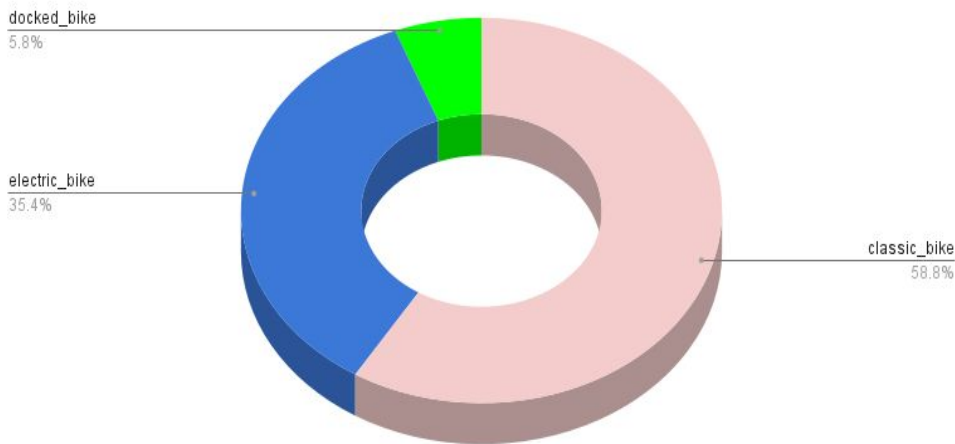


Percentage Share Of Total Rides

1. Classic Bikes Are The Most Popular Category Of Bikes Available.

RideAble Types Pie Chart

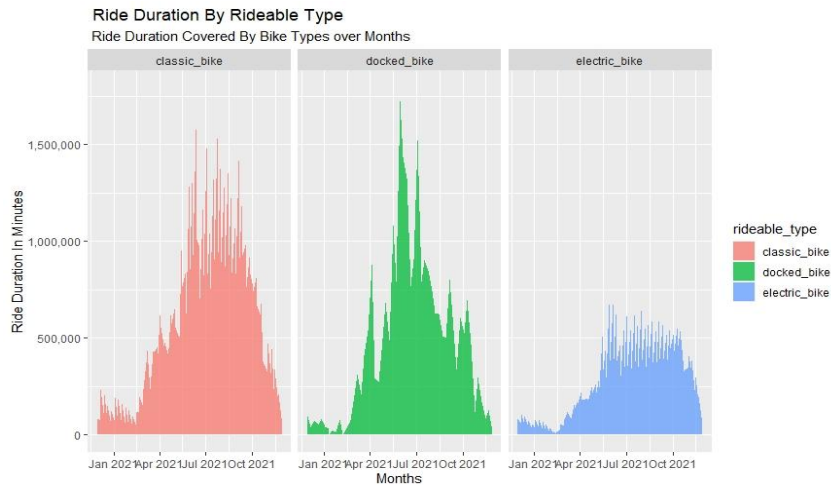
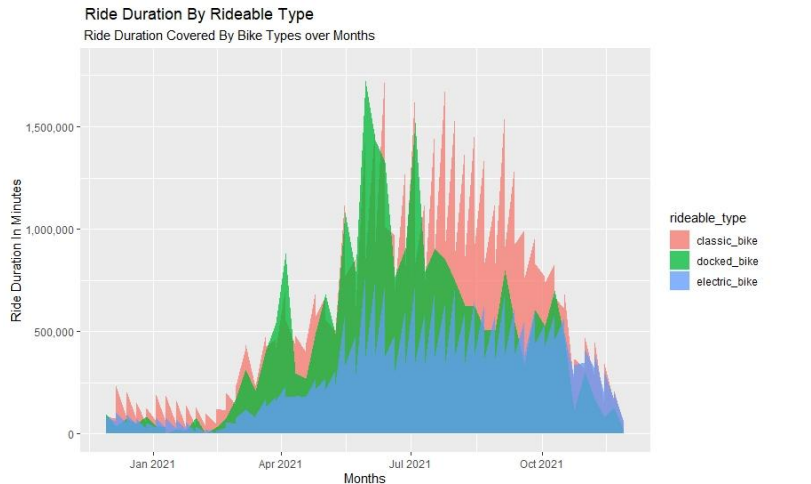
Shows Percentage Of Total Rides By Each Type



2. Electric Bikes Are Moderately Popular. Having A 35.4% Share Overall.
3. The Share Of Docked Bikes Is Exceedingly Low At Just 5.8%.

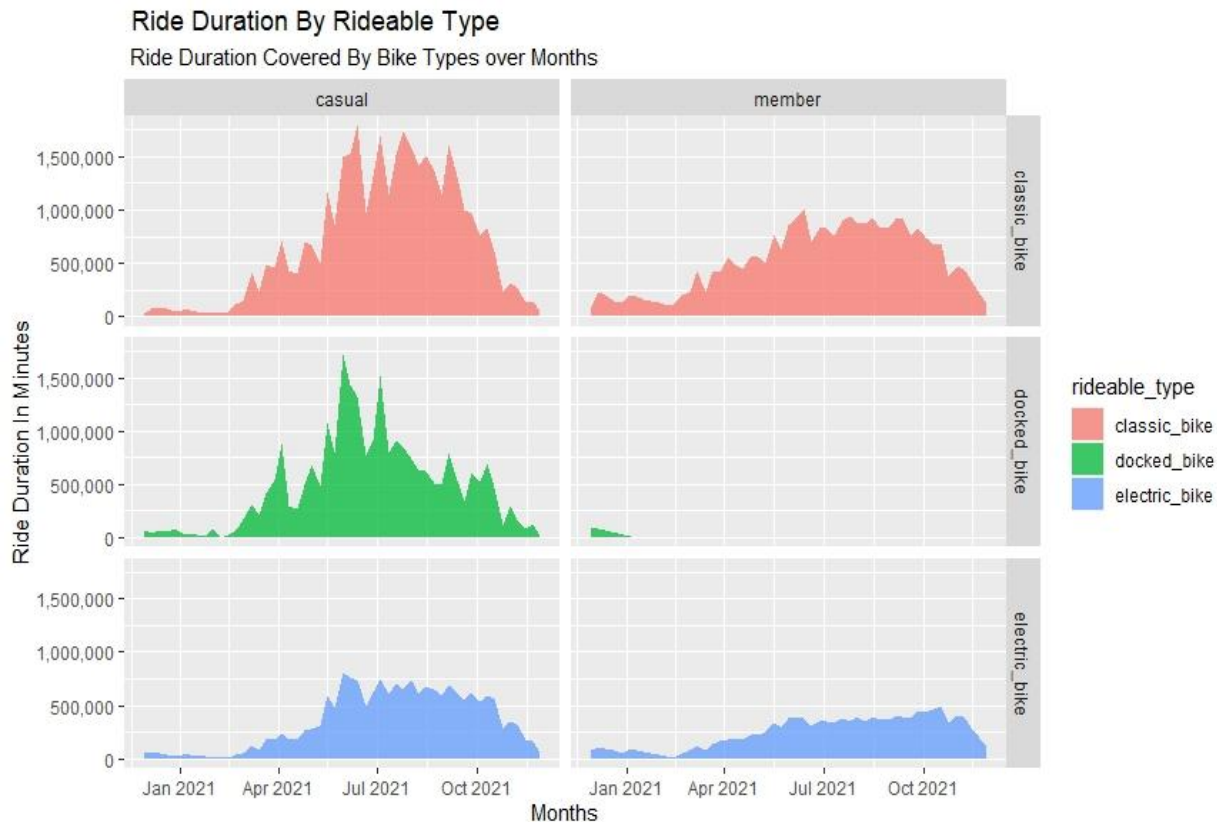
Rideable types & Minutes

1. Among Cyclists Users, Most Minutes Are Covered In Casual & Docked Bikes.
2. Electric Bikes Clock In The Least Minutes In Comparison To The Other RideAble Types Throughout The Year.
3. Even With A Share Of 35.4% Of Total Rides Electric Bikes Are Used For The Least Amount Of Time.



Riders and their Bikes

1. Casual Riders Clock In More Duration Than Members.
2. Choice Of Docked Bikes Among Members Is The Least.
3. Members Use Classic Bikes For More Minutes Than Casual Riders From November Till February.

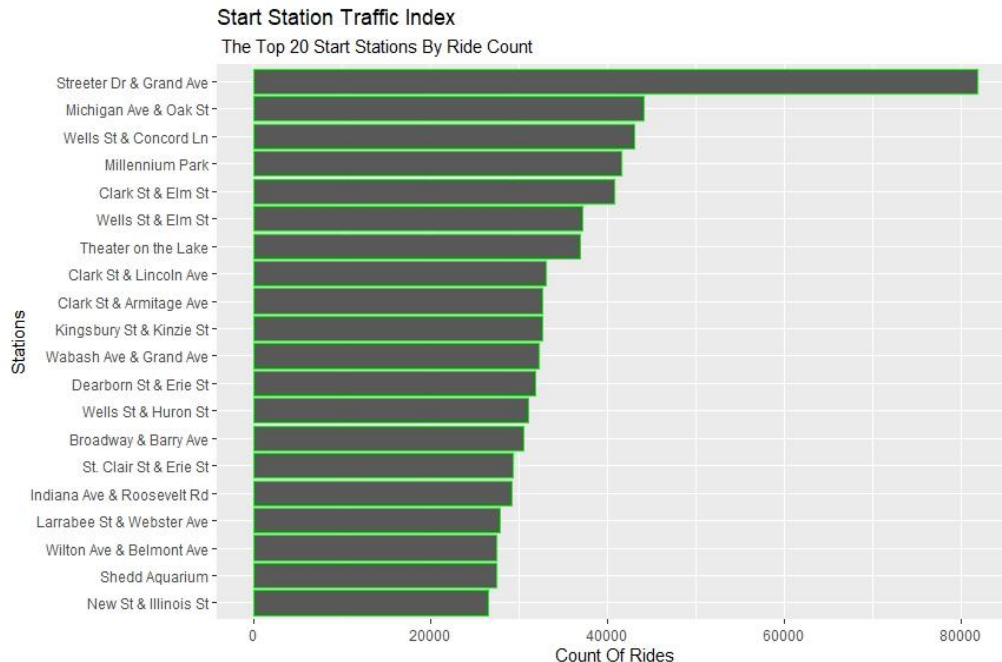


Ranking Of Stations

1. The Plot Ranks Start Stations
In Regards To The Count Of
Rides Initiated At The Station.

2. Streeter Dr & Grand Revenue
Is Ranked As The Busiest
Station.

3. Rides Without Any Station Id
Recorded Count Up To A Colossal
6,51,445 - A Major Outlier.



Key Insights

1. Most Members Use Cyclist's Bikes For Only Short Durations.
2. Most Members Are Employees Who Use Cyclist To Commute To & Fro From Work.
3. Casual Riders Tend To Use Bikes For Longer Durations.
4. Traffic Of Users In Winters Are Really Low In Comparison To Spring And Summer.
5. Electric Bikes Are Used For Very Short Durations Even After Being Used By Over 35% Of All Cyclist Users.
6. Classic And Docked Bikes Are More Popular When Rides Involve A Higher Duration.
7. Significant Number Of Rides Do Not Have A Station Recorded.



Suggestions

1. Corporate Associations To Enroll More Members And Increase Rides.
2. Discounts On Ride Charges Through The Winter Months To Increase Ride Traffic In The Lean Months.
3. Running Sustainability Campaigns To Promote Usage Of Electric Bikes Over The Classic Bikes. Advantageous To Cyclist's Corporate Image.
4. Development Of Battery Of Electric Bikes Or Installation Of More Charging Stations To Promote Usage Over Long Durations/Distances.





Thank You!